

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 301520Z APR 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

SECSTATE WASHDC 4578

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 2133

FOR BIC/OIM/224

E.O. 11652: NA

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: ARKET RESEARCH: FY76 STOCKHOLM TRADE  
CENTER REQUIREMENTS.

REF USDOC 6360

1. MARKET RESEARCH PROGRAM INCLUDED REFTEL DISCUSSED  
APRIL 28 WITH CONTRACTOR NORMAN PARSONS, CMM AL CAYA  
AND STC STAFF. PARSONS FEELS THAT WITH MID-JUNE TO LATE-  
AUGUST HIATUS IN SWEDISH BUSINESS LIFE HE CANNOT BY  
BEGINNING NOW REASONABLY EXPECT TO COMPLETE ALL THREE  
STUDIES IN TIME FRAME SUGGESTED REFTEL. HE EXPECTS  
COMPLETION OF MICROWAVE TECHNOLOGY SURVEY BY MID-JUNE  
AND COULD THEN DO ENERGY SYSTEMS IN LATE-AUGUST THROUGH  
OCTOBER PERIOD; HOWEVER IF HE WERE DOING HEALTH CARE  
INSTRUMENTS AND EQUIPMENT CONCURRENTLY, WE WOULD  
EXPECT ONE SURVEY BE READY FOR SUBMISSION IN OCTOBER AND  
OTHER LATE-NOVEMBER.

2. RATHER THAN RISK LOWER QULITY SURVEYS AS RESULT NEED  
TO HAVE STUDIES COMPLETED EARLY IN FALL SEASON, PARSONS  
PREFERS THERE BE SHORTFALL IN CONTRACT THIS YEAR AND THAT  
WE CONTRACT HEALTH CARE (OR ENERGY SYSTEMS) WITH ANOTHER  
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FIRM.

3. ADDITIONAL FACTOR FOR PARSONS IS GREATLY REDUCED  
VALUE OF HIS \$3,500 FEE PER STUDY RESULTING FROM  
SHARP DECLINE OF DOLLAR IN TERMS SWEDISH KRONA. HE WOULD  
LIKE STC AND USDOC TO CONSIDER PLACING ANY STUDY AFTER  
MICROWAVE, SINCE IT WOULD BE A FALL 75 PROJECT,  
INITIAL STUDY OF FY-76 CONTRACT.

4. STC CONCURS WITH PARSONS SUGGESTIONS PARAS 2 & 3  
AND RECOMMENDS HEALTH CARE STUDY BE PLACED WITH ANOTHER  
RESEARCH FIRM. FOR THIS STUDY STC BELIEVES KONSULTERNA'S  
RECENT PERFORMANCE OF LABORATORY INSTRUMENTS GMR WOULD  
MAKE IT LOGICAL CHOICE; DUE SOME CARRY-OVER  
BENEFITS FROM THE RECENT STUDY, WE THINK KONSULTERNA  
WOULD BE WILLING DO HEALTH CARE STUDY FOR FEE APPROXIMATING  
THAT UNDER PARSONS CONTRACT SO THAT OIM MARKET RESEARCH  
BUDGET NOT ADVERSELY AFFECTED.

5. FYI - LARS HOLMSTROM OF KONSULTERNA TOLD US ON  
INFORMAL BASIS THAT LATE-AUGUST TO EARLY-OCTOBER PERIOD  
IS RELATIVELY OPEN THEIR SCHEDULE AND THAT THEY WOULD BE  
VERY INTERESTED IN UNDERTAKING ON HEALTH CARE RESEARCH;  
WITHOUT OUR HAVING MADE PRIOR COMMITMENT AT ABOVE MENTIONED  
PRICE.  
STRAUSZ-HUPE

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